

Christmas Events RATE CARD

Digital Screens 2021 ADVERTISING PACKAGES

Ad:Vantage Digital Ltd are providing a unique opportunity for local & national businesses to advertise on prime location large format digital screens at Worcester's largest annual event Worcester Victorian Christmas Fayre' reaching over 120,000 visitors across 4 days.

Large format digital screens will be installed in high footfall locations for the 4th year providing advertisers with high-impact advertising to a retail audience day & night.

The digital screens play a key role at the fayre broadcasting important event information alongside limited advertising slots ensuring great audience retention.

Opportunities are available to advertise on screen and for greater exposure one sponsorship package is available providing increased airtime, bespoke video content and much more.

WORCESTER - Victorian Christmas Fayre

Thursday 02.12.21 > Sunday 05.12.21 (4 Days)
ESTIMATED IMPACTS - 120,000

Standard Advertising Slot

- 1x 10 second static advert every 5 minutes

RATE: £400.00 ex Vat
(0.0033p per impact)

Sponsorship Package - Official Digital Screen Partner

- 1x 60 second bespoke advert every 5 minutes (6x standard exposure)
- Banner advert featured below event information (Additional 90 seconds)
- Full video & animation support
- 150 seconds of total exposure instead of 10 seconds

RATE: £1500.00 ex Vat



TO BOOK TODAY:

CALL: 07725 332705 | E-MAIL: Enq@Ad-V.co.uk



WORCESTER - Victorian *Christmas* Fayre

The digital screens operate all opening hours of the Victorian Christmas Fayre plus an hour before opening and half hour after closing each day (41 hours in total per screen). The screens run a pre-programmed content loop. The loop lasts 300 seconds before restarting. Across the event a minimum of 1000 loops will be displayed across 2 digital screens.

Full Screen Digital Advert



Full Screen Digital Advert

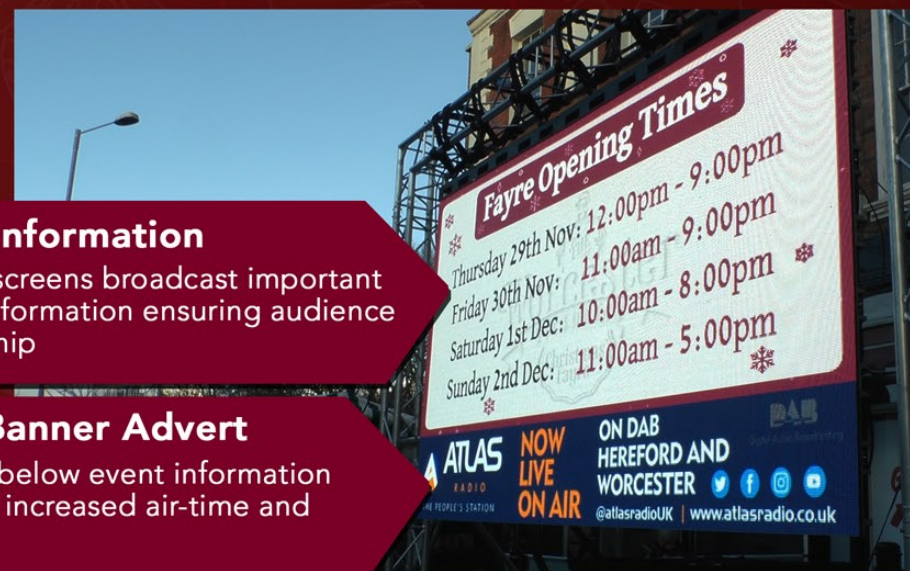
Full screen advert measuring 3.5m wide by 2m high on digital screen.

Standard Package = 1x 10 second advert

Sponsorship Package - 1x 60 second (or 2x 30 second)

Share in Voice = 1 in 10 Advertisers (Estimated)

Digital Banner Advert (Sponsor only)



Event Information

Digital screens broadcast important event information ensuring audience viewership

Digital Banner Advert

Featured below event information providing increased air-time and exposure

Standard Package = Not featured

Sponsorship Package = 90 seconds

The digital screens are weighted 50/50 between advertisers and event information

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